

- Case Study -



Kirkheaton Primary School

Kirkheaton Primary School is situated within the Kirkheaton community in Huddersfield. They are attended by 420 pupils, aged between 3-11 years old.

The school were looking for a solution to their costly text and printing communications that they sent out to their parents. They wanted to save money, whilst also saving their admin staff time. Kirkheaton approached us, as they already used us for their online learning environment, to see how we could help with their parental communications.

Send unlimited messages with unlimited characters

Kirkheaton were previously using a texting service to communicate with their parents. This took time and cost the school a lot of money every time they needed to send out communications with their parents. As well as the cost of the text, Kirkheaton were restricted with character limits and had to print out letters separately.

As the school subscribe to New Era's learning platform, DB Primary, they were pleased to find out that we were offering a communication app. They liked the idea that it was one fixed price, no costs per messages and unlimited characters. Plus, they could attach their newsletters to the messages, saving them on printing costs!

“ Sandra Broadhead - We wanted to improve communication with parents, and save on paper and ink charges. SchoolPing offered us just that! ”

Save vital admin hours, and revolutionise your school comms



Kirkheaton noticed that their admin staff were spending hours every week sending out school comms. Having endless trips to and from the printer, and having to reprint/resend comms to parents that lost them.

SchoolPing shaves off hours of admin time a week, by moving everything online. Admin staff can schedule messages for the week, attach any newsletters or media to the message and not have to worry!



“ Sandra Broadhead - SchoolPing has saved us loads of time and the teachers can do their own letters and we can monitor who has read them ”

Modernise your school comms, and become a bigger part of the school community

Kirkheaton were looking for a solution to modernize their school communications, as they spent a lot of time sending texts and letters out multiple times to parents. Whilst simplifying their communications was a big part in their decision making, they also wanted to ensure that the school voice was being heard.

With SchoolPing, Kirkheaton could see how far their messages were reaching, and they could use the analytics to track which parents were or weren't reading the messages and attachments. This gave them the opportunity to retarget parents who hadn't read the messages, to ensure communications were being effective.

“ Sandra Broadhead - Our parents' love using SchoolPing and say it has really improved communications! ”

Summary

Kirkheaton Primary have seen an increase in their engagement with SchoolPing, and are receiving great feedback from parents.

Not only are they reaping the benefits from saving money every year, but they are also seeing their admin staff having more time available during the week!

Overall, SchoolPing has been a fantastic move for the school in becoming more modernized and a bigger part of their school community!